

# University of Science & Technology Meghalaya

Department of Business Administration

BBA

POs , PSOs, COs

SCHOOL OF BUSINESS SCIENCES



## Bachelor of Business Administration

Programme outcomes (POs):

Business Administration tries to understand and develop all aspects of organisation which includes individuals in the form of employees through motivation, leadership, teamwork, network establishment and channelizing all required elements so that growth of organisation, employees and society can be ensured with proper code of conduct and ethical practices. It also provides a sound platform in students' career.

PROGRAMME SPECIFIC OUTCOMES (PSO) Programme Name: BACHELOR OF BUSINESS ADMINISTRATION, Programme Code: BBA

PSO1. It would develop the knowledge and skill related to Management, Finance, Marketing, HR, Business Law and IT.

PSO2. It will help develop the attitude for solving various problems faced in a business enterprise.

PSO3. It will enable them understand the different challenges and opportunities in the different disciplines of management.

COURSE CODE	NAME OF THE COURSE	COURSE OUTCOME(COs)
BBA 101	Business Communication	CO1. Understand the basic principles and importance of business communication.
		CO2. Learn to classify the different types of communication
		CO3. Learn and write all the basic business communication formats
		CO4. Learn different oral communication skills and deliver in different business environment
		CO5.To stimulate the Critical thinking by designing and developing clean and lucid writing
BBA 102	Principal Of Management	CO1. To give students knowledge about basic concept of Management and its importance.
		CO2: Students will understand the importance of planning as a primary management function as well as the importance of MBO in today's world.
		CO3. Learn and write all the basic business communication formats
		CO4. Learn different oral communication skills and deliver in different business environment
		CO5. To stimulate the Critical thinking by designing and developing clean and lucid writing skills.
BBA 103	Business Environment	CO1. Discuss the supply and demand theory and its impact on business environment.
		CO2. Explain the effects of government policy on the economic environment.
		CO3. Outline how an entity operates in a business environment.
		CO4. Describe how financial information is utilized in business.
		CO5. Explain the legal framework that regulates the economic framework of an industry.
		CO6. The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.
BBA 104	Business Economics	CO1. Understand the basics of business economics
		CO2. Familiarise with the concept of supply and demand.
		CO3. Learn the different laws of production and different types of costs in business
		CO4. Acquainted with different types of market and its operation.

		CO5. Understand international and inter regional trade, identify and understand various trade theories, analyze the various types of restrictions of international trade.
BBA 105	Computer Fundamentals	CO1. Bridge the fundamental concepts of computers with the present level of knowledge of the students. CO2. Understand the concept of input and output devices of computers and how it works. CO3. Familiarize with operating systems, peripheral devices, networking, multimedia and internet. CO4. Understand binary, hexadecimal and octal number systems and their arithmetic. CO5. This will familiarize the students with the computer and its applications in the relevant fields and also to make them aware of other related papers of IT.
BEN 711	Communicative English	CO1. To impart basic communication skills among students. CO2. It will help the students to foster a taste for literary prose pieces. CO3. To provide throughout knowledge on English grammar. CO4. To able to understand the techniques on Literary Texts (Poetry). CO5. To provide throughout knowledge on Writing Skills.
BBA 201	Human Resource Management	CO1. Acquire knowledge and skills in the field of human resource management and human relations and to comprehend applicability of human resource management principles to situation in global business world CO2. Apply the entrepreneurial and management skills for effective business management and acquire employability skills through the practical awareness in the business CO3. Understand the concept and nature of human resource management and personnel management. CO4. Analyze the difference between recruitment and selection process CO5. To give them knowledge about advance concept of HRM strategies, HRM & its various models, Wage & salary administration etc. CO6. Understand the various training methods and techniques in the business for effective decision making.
BBA 202	Marketing Management	CO1. Understand the framework of the subject, its need and importance. CO2. Learn about the behavioral aspects of the consumers and understand the different bases of segmentation CO3. Understand and analyse the different strategies and decisions pertaining to product and price. CO4. Learn about the different distribution channel strategy and different aspects of physical distribution of products CO5. Analyse marketing caselets and provide solution to the problems in the case CO6. Apply contemporary marketing theories to the demands of business and management practice.
BBA 203	Financial Accounting	CO1. It explains the general purposes and functions of accounting.

		<p>CO2. Helps in understanding the main elements of financial accounting information – assets, liabilities, revenue and expenses</p> <p>CO3. It helps the students in identifying the main financial statements and their purposes.</p> <p>CO4. Integrate theoretical and technical accounting knowledge in a business context.</p> <p>CO5. Exercise judgement under supervision to provide possible solutions to routine accounting problems in straightforward contexts using where appropriate social, ethical, economic, regulatory, sustainability, governance and global perspectives.</p> <p>CO6. Develop the ability to use accounting information to solve a variety of business problems</p>
BBA 204	Quantitative Techniques	<p>CO1. Understand statistical inference in relation to business decision-making.</p> <p>CO2. Analyse output from both specialist and general methods</p> <p>CO3. Produce quantitative analysis using specialist procedure.</p> <p>CO4. Convey the results of quantitative analysis.</p> <p>CO5. Solve a range of problems using the techniques covered</p> <p>CO6. Conduct basic statistical analysis of data.</p>
BEV 720	Environmental Studies	<p>CO1: The objective of this course is to provide knowledge about multidisciplinary nature of environment</p> <p>CO2. Students will understand concepts of biodiversity and ecosystem</p> <p>CO3. Students will know sources, impacts and preventive measures of air pollution, water pollution, soil pollution and noise pollution.</p> <p>CO4. The course will give knowledge on different regional and global environmental issues</p> <p>CO5. Students will understand different social issues</p> <p>CO6. Students will be aware about duties and responsibilities in resources management, biodiversity conservation, control and prevention of pollution, environmental protection.</p>
BBA 301	Organization Behavior	<p>CO1. To make students understand the basic concept of organization.</p> <p>CO2. To familiarise students with the basic concept of Organizational Behaviour in general and how people must behave in the organization.</p> <p>CO3. To give them the knowledge about Contributing discipline and fundamental concept of OB and also about Challenges and Opportunities for OB in today's world.</p> <p>CO4. To explain students about the Attitude, Values, Perception and Personality which influence organizational behaviour.</p> <p>CO5. Students get the idea about Motivation and its various theories from this paper. Also about Leadership, functions of leader and its different styles, Leadership Theories</p> <p>CO6. To enable students to describe how people behave under different conditions and understand why people behave as they do.</p>
BBA 302	Cost and Management Accounting	<p>CO1. Express the place and role of cost accounting in the modern economic environment.</p> <p>CO2. Select the costs according to their impact on business.</p> <p>CO3. Differentiate methods of schedule costs per unit of production.</p> <p>CO4. Differentiate methods of calculating stock consumption.</p>

		CO5. Interpret the impact of the selected costs method.
		CO6. Apply management accounting tools for cost allocation, budgetary control, Performance evaluation, pricing and cost management
BBA 303	Business Law	CO1. Acquire knowledge on different mercantile laws.
		CO2. Understand Sources and formation of laws.
		CO3. Describe the process of legislation of law
		CO4. Able to relate to the day to day business activity
		CO5. Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer
		CO6. Acquire problem solving techniques and to be able to present coherent, concise legal argument.
BBA 304	Entrepreneurship and Small Business Management	CO1. Understand the need and significance of entrepreneurship development.
		CO2. Will get familiarized with the dynamics of Entrepreneurship Development.
		CO3. Familiarize with government policies and procedures for setting up new enterprise.
		CO4. Understand myths and misconceptions about entrepreneurship.
		CO5. Get familiarized with the sources of funds, the documents required for raising funds, factors of site selection etc.
		CO6. Would be able to prepare proper business plan by analysing the market and demand - supply analysis
BBA 305	Management Information System	CO1. To understand the role of information systems in today's competitive business environment and assess the relationship between the digital firm, electronic commerce, electronic business and internet technology
		CO2. To understand about the different types of Management Information System, which are being used in different types of organization
		CO3. To know the overall process of an e-commerce website how they work, what are the payment methods.
		CO4. Give complete knowledge about scope, nature, benefits and limitation of E-Commerce.
		CO5. To understand the importance of Management Information System in each and every type of organization.
		CO6. Provide knowledge about Electronics payments and protocols and other various systems.
BBA 401	Financial Management -1	CO1. It helps the students to signify and evaluate the basic features of financial markets.
		CO2. The students will be able to Apply the net present value criterion to complex capital budgeting problems.
		CO3. Helps in Determining a firm's weighted average cost of capital.
		CO4. Evaluates alternative techniques for analysing opportunities and budgeting capital.
		CO5. Understanding the basics of the term structure of interest rates and the yield curve.

		CO6. The students would understand various issues involved in financial management of a firm and hone their skills for making sound financial decisions and policies.
BBA 402	International Business	CO1. Learn to distinguish different market entry strategy in international markets
		CO2. Understand the different product development and adaptation requirement
		CO3. Understand the different aspects of international marketing environment with special focus on the international bodies
		CO4. Learn the basic export finance modes
		CO5. Obtain the general idea about export & import procedures & documentation
		CO6. Distinguish the advantages and disadvantages of products and services possess in international marketing in both emerging markets and mature markets.
BBA 403	Management of Services	CO1. Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.
		CO2. Explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
		CO3. Understand Consumer Behaviour in Services, Customer Expectations and Perception of Service.
		CO4. Understand Service Quality and Productivity, Measures of Service Quality, SERVQUAL Scale.
		CO5. Understand Service Marketing Mix, Service Development and Design etc.
		CO6. Give complete knowledge on Customer Feedback and service recovery, Service Profit etc.
BBA 404	Enterprise Resource Planning	CO1. Impart knowledge regarding how a modern office operates
		CO2. Understand that due to advancement of scientific and technological devices how office works are performed today in comparison to old and conventional way earlier
		CO3. Understand that office work has been becoming sophisticated and there is no room to perform the same with leisurely attitude
		CO4. Understanding the need, benefits and role of ERP
		CO5. Understand the role of ERP in manufacturing, Retail Sector and CRM.
BBA 405	Research Methods	CO1. It will enable the students to have a thorough understanding about technicalities that are involved in a research work
		CO2. Better understanding of general definition of research design
		CO3. Students would be able to ascertain the overall process of designing a research study from its commencement to the report.
		CO4. Students will be familiarized with the various ethical concerns in educational research, including those issues that arise while using quantitative and qualitative research

		CO5. It will also enable the students to delineate the meaning of a variable, and to be able to identify independent, dependent, and mediating variables
		CO6. Students would be acquainted with the steps in the process of quantitative data collection.
BBA 501	Fundamentals of Production & Operations Management	CO1. To know about the Facility location selection and also the different layouts of plants for different types of products
		CO2. To know about the Inventory management, inventory control models, Material management as well as purchasing management and what are the importance of these topics in an organization
		CO3. To understand the concept of production planning and production control and also the quality standards
		CO4. To know the concept of Inventory management as well as Materials Management.
		CO5. Will be able to understand Production Planning, Quality Control and Quality Management.
		CO6. Will understand the concept of ABC analysis as well as HML Analysis.
BBA 502 (A)	Retail Management (General Elective)	CO1. General understanding of the business of retailing
		CO2. Understand the different types of retail with their advantages and disadvantages
		CO3. Explain the factors relating to visual merchandising, such as store layouts and presentation
		CO4. Compare the strategies that are used within the different stages of a product's life cycle
		CO5. Describe the flow of goods and services in a retail environment (e.g., inventory control, supply chain, and risk management)
BBA 502 (B)	Knowledge Management (General Elective)	CO1. The objective of the course is to provide the basics of the emerging area of Knowledge Management to students.
		CO2. To give students general idea about Knowledge management and its definition. Also about scope and significance of Knowledge Management.
		CO3. To explain students about various Techniques and principles of Knowledge Management along with difficulties in Knowledge Management.
		CO4. To familiarize students with various terms and understanding about Organizational knowledge, characteristics and components of organizational knowledge –Building knowledge societies- Measures for meeting the challenges of implementing KM programmes.
		CO5. This course through light on few important concepts as essential of Knowledge management as well as future knowledge management and industrial perspectives.
BBA 502 (C )	Stock Market Operation (General Elective)	CO1. Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
		CO2. Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.

		<p>CO3. Student should be able to make an informed judgement about whether or to what extent a financial market satisfies the conditions of an efficient market</p> <p>CO4. To understand the slot the equity market occupies in the financial system.</p> <p>CO5. Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.</p> <p>CO6. It will provide knowledge about existence of equity derivative instruments and its buying-selling operation.</p>
BBA 503A	Advertising and Sales Promotion	<p>CO1. Analyze the expanding environment of media and communication techniques.</p> <p>CO2. Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns.</p> <p>CO3. Develop creative strategies for advertising.</p> <p>CO4. Assess strategic uses of sales promotions.</p> <p>CO5. Plan media strategy, scheduling, and vehicle selection.</p> <p>CO6. Assess strategic uses of sales promotions.</p>
BBA 504A	Rural Marketing	<p>CO1. Understand the rural markets and the contemporary issues in rural marketing</p> <p>CO2. Understand rural market distribution</p> <p>CO3. Aware about consumer behavior and trends in rural marketing.</p> <p>CO4. Understand the concept and methodology for conducting the research in rural market</p> <p>CO5. Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.</p> <p>CO6. Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.</p>
BBA 503B	Manpower Planning	<p>CO1. To acquaint students with the basic concept of Man power planning along with its need, importance, benefits etc. Also explain them the responsibilities of HR Department in Human Resource Planning function.</p> <p>CO2. To give them the knowledge about various Human resource policies usually adopted in organizations and give them basic ideas about Job Analysis and Job Evaluation along with- how they are related with man power planning.</p> <p>CO3. To make students aware of various strategies regarding man power planning; and methods and Tools for Strategic Human Resource Planning.</p> <p>CO4. To discuss about various functions related with HRP like Recruitment, Selection, Induction, Career Planning, Succession etc.</p> <p>CO5. Also explain about Emerging Trends related to Knowledge management, Innovativeness and Talent Management in HRP.</p>



		CO6. The outcome of this paper is to give students a very good idea about various concept related to Man power planning and its application in today's competitive environment with the help of few case studies.
BBA 504B	Compensation Benefits	<p>CO1. It discusses the Basic structure of compensation and its relation with employees' productivity.</p> <p>CO2. It helps in knowing the administration pattern and mechanism of employees' compensation and other benefits.</p> <p>CO3. It discusses the motivational components of compensation like incentives, ESOP.</p> <p>CO4. It discuss the different structure and components of Executive compensation which helps in giving a structure to organisation compensation.</p> <p>CO5. To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits</p> <p>CO6. It discuss the different structure and components of Executive compensation which helps in giving a structure to organisation compensation.</p>
BBA 503C	Indian Financial System	<p>CO1. Demonstrate knowledge and understanding of the Indian Financial System.</p> <p>CO2. Develop an understanding of the meaning and characteristics of money market.</p> <p>CO3. Gain knowledge of the primary market and the secondary market.</p> <p>CO4. Comprehend and categories the relevance of various banking institutions.</p> <p>CO5. Develop communication and presentation skills for analysis of IFS</p> <p>CO6. Student will be able to understand about the financial intermediaries in India</p>
BBA 504C	Financial Management – II (Corporate Finance)	<p>CO1. The students would be able to develop knowledge about the various sources of finance for a corporate organisation.</p> <p>CO2. It would enable the students to understand the various uses for finance in a corporate organization .</p> <p>CO3. It would enable the students in familiarizing with the financial environment of business and financial markets</p> <p>CO4. It would enable the students in developing skills for analysis and interpretation business information.</p> <p>CO5. Will be able to apply financial theory in financing related decisions by using various tools and techniques of financial management.</p> <p>CO6. It would enable in developing skills for various techniques applied for appraisal of capital expenditure decisions in corporate investment decisions as well as working capital management.</p>
BBA 601	Strategic Technology Management	<p>CO1. Identifying and evaluating the impact of relevant changing technology and managing those changes and also to get along with the new technology in the market.</p> <p>CO2. Technology-enhanced approaches for such organizations where Technology is the main competitive advantage in their sectors.</p>

		<p>CO3. Role of technology in firm's competency as well as to do the competitive assessment for one organization's competitors.</p> <p>CO4. To know how to manage the market changes and to cope up with the changes and to do innovation.</p> <p>CO5. Critically assess and explain key current issues in our understanding of innovation as a field of study.</p> <p>CO6. To study about the Technology Road mapping i.e. how to plan for the future for different types of organization.</p>
BBA 602 (A)	Market Research (General Elective)	<p>CO1. Understand the importance and requirement of market research</p> <p>CO2. Conduct the market research and develop a business report.</p> <p>CO3. Familiar with the different aspects of marketing where research is required.</p> <p>CO4. Overview of Quantitative Decision Making tools and technique.</p> <p>CO5. Communicate research results in written report and oral presentation format</p>
BBA 602 (B)	Human Resource Information System (General Elective)	<p>CO1. This paper is completely a practical paper to give students the practical knowledge about many Human Resource Functions essential to carry out in an organization.</p> <p>CO2. To give students the practical knowledge about data management of HRIS</p> <p>CO3. Give students the understanding about HRIS Process especially on HRIS recruitment, selection and performance appraisal etc.</p> <p>CO4. To provide understanding related to HRIS - Organization Structure &amp; Related Management Processes.</p> <p>CO5. The expected outcomes of this paper are like tracking personnel-related HR functions-as for example- employee database, staff planning, recruitment, development, attendance, payroll maintenance etc.</p>
BBA 602 (C)	Mutual Fund	<p>CO1. To acquaint with core banking services with use of ICT</p> <p>CO2. It will horn the skills of students to enter into the industry with ready knowledge</p> <p>CO3. Skill development for Mutual fund scheme selection</p> <p>CO4. It will enable students to interpret mutual fund fact sheet</p> <p>CO5. Give knowledge about taxation on different types of MF schemes</p>
BBA 603	Financial Institutions And Market	<p>CO1. Understand the Indian banking system and describe the role of regulatory bodies in regulating how banks manage their capital.</p> <p>CO2. Describe different theories of how interest rates are determined and explain the relationship between the term to maturity, risk, and interest rates.</p> <p>CO3. Understand the mechanics and conventions of the foreign exchange market and the motivation of different participants in trading foreign currencies.</p> <p>CO4. Understand the housing finance, lease financing, venture capital financing and to apply in real life scenario</p> <p>CO5. Possess the ability to discuss and write about the links between the theory of financial markets and the reports in the financial press</p>

		CO6. Communicate and explain specialised technical advice, knowledge and ideas, to professionals and non experts involve with the financial services industry.
BBA 604A	Service Marketing	CO1. Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people. CO2. Explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers. CO3. Understand Consumer Behaviour in Services, Customer Expectations and Perception of Service. CO4. Understand Service Quality and Productivity, Measures of Service Quality, SERVQUAL Scale. CO5. Discuss the influences of the multicultural marketplace, business ethics, and socially responsible marketing on services marketing. CO6. Integrate course concepts into individual performance to become better customer service representatives in the service environment.
BBA 605A	E-Marketing	CO1. Remember the definition and understand the objectives & features of E-Marketing. CO2. Analyze the problems in E-Marketing. CO3. Understand the types of e-market and e-customers. CO4. Understand the basic concepts of E-Commerce, Electronic Payment System and the security issues associated with it. CO5. Understand the concepts of Social Media Marketing, Pay-per-click advertising, SEO etc. CO6. Describe in detail the implementation of an e-marketing plan, including the management of necessary internal organisational change.
BBA 604B	Change Management	CO1. Explain the relevance of a range of change management approaches and models to a variety of situations where appropriate by identifying, apply a range of skills relevant to the change management process CO2. Understand and use negotiation tactics and also learn to resolve conflict inside the organization CO3. Use diagnostic tools and models to explore underlying organizational and behavioral issues that may affect the change process CO4. Display a clear understanding of the role of 'change agents' and its applicability in organizational settings CO5. Understanding cultural differences is critical for the success of an organization worldwide as there are roles played by culture that influences talent management strategies and practices at workplace CO6. Understanding cultural differences is critical for the success of an organization worldwide as there are roles played by culture that influences talent management strategies and practices at workplace
BBA 605B	Industrial Relation	CO1. It gives the idea on labour market of India more specifically about Indian labour, Employment trend of Indian Labour.

		<p>CO2. It also facilitates in getting understanding that how worker's organisation and Employers' organisation can play role in establishing as well as in defining Industrial relations.</p> <p>CO3. It discusses why disputes arise in organisation and how these can be controlled.</p> <p>CO4. It helps in having a better understanding that how industrial disputes can be settled at different stages and why introduction of Labour welfare is important.</p> <p>CO5. It helps in knowing the different organisations who works as regulatory mechanism with workers.</p> <p>CO6. It gives the idea on different techniques that are practiced by different corporates in handling different labour issues.</p>
BBA 604C	Financial Services	<p>CO1. Exercise informed commercial judgment within a professional setting which emphasizes ethical and responsible decision making.</p> <p>CO2. A capacity to integrate technical and conceptual knowledge, and interpersonal skills to work effectively within the Financial Services Industry.</p> <p>CO3. Think critically and creatively to identify better solutions within business constraints allowing to acquire and synthesize information within a complex professional setting.</p> <p>CO4. Communicate and explain specialized technical advice, knowledge and ideas, to professionals and non-experts involved with the Financial Services Industry.</p> <p>CO5. Reflect upon work practices, conceptual frameworks and performance feedback and action ongoing professional development.</p> <p>CO6. Explain and define the nature of the financial services industry with respect to providing personal planning services.</p>
BBA 605C	Working Capital Management	<p>CO1. The course would enable the students to Identify and summarize the essential theories and concepts of modern working capital Management. Constitute a comprehensive introduction to basic concepts of working capital management.</p> <p>CO2. The course would enable the students to apply the theories learned to the real world and use them in short-term financial decision makings.</p> <p>CO3. This course would enable the students to apply corporate cash management, bank relations, Credit policy, credit appraisal and accounts receivable management into real life situations</p> <p>CO4. This course would enable the students to understand and apply inventory management techniques into real life situations of the enterprise.</p> <p>CO5. This course would enable the students to understand and apply cash management techniques into real life situations of the enterprise.</p> <p>CO6. Sources of financing working capital of business organization in today's context.</p>
BBA 606	Human Values & Professional Ethics	<p>CO1. The students identify the importance of human values and skills for sustained happiness.</p> <p>CO2. The students strike a balance between profession and personal happiness/ goals.</p>

		CO3. The students realize/ explain the significance of trust, mutually satisfying human behavior and enriching interaction with nature.
		CO4. The students develop/ propose appropriate technologies and management patterns to create harmony in professional and personal life
HVP 760	Fundamentals of Human Values and Professional Ethics	CO1. To introduce the students about the importance of human values and professional ethics.
		CO2. To understand the ethical concerns in professional and personal space.